

Shortlist (Print)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Idea creation
A01 (Food)							
A01/005	00047	"MOBY-DICK"	WRIGLEY	WRIGLEY'S SPEARMINT	BBDO GROUP GERMANY Düsseldorf	GERMANY	BBDO GROUP GERMANY Düsseldorf
A01/006	00049	"SHERLOCK HOLMES"	WRIGLEY	WRIGLEY'S SPEARMINT	BBDO GROUP GERMANY Düsseldorf	GERMANY	BBDO GROUP GERMANY Düsseldorf
A01/007	00051	"LITTLE RED RIDING HOOD"	WRIGLEY	WRIGLEY'S SPEARMINT	BBDO GROUP GERMANY Düsseldorf	GERMANY	BBDO GROUP GERMANY Düsseldorf
A02 (Drinks)							
A02/001	00048	"BREAKDANCE"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Düsseldorf	GERMANY	BBDO GROUP GERMANY Düsseldorf
A02/002	00050	"PARKOUR"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Düsseldorf	GERMANY	BBDO GROUP GERMANY Düsseldorf
A02/003	00052	"SKATEBOARD"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Düsseldorf	GERMANY	BBDO GROUP GERMANY Düsseldorf
A03 (Household Goods)							
A03/004	00197	PITCHER	FAIRY	HOUSEHOLD GOODS	4129GREY Istanbul	TURKEY	4129GREY Istanbul
A04 (Cosmetics, Toiletries, Healthcare & Pharmacy)							
A04/004	00160	THE ROCKER	LABORATOIRES LEHNING	VOXPAX	HAVAS PARIS Puteaux	FRANCE	HAVAS PARIS Puteaux
A04/005	00161	THE SUPPORTER	LABORATOIRES LEHNING	VOXPAX	HAVAS PARIS Puteaux	FRANCE	HAVAS PARIS Puteaux
A05 (Home Appliances, Furnishings, Electronics & Technology)							
A05/002	00105	URN	BROTHER FRANCES	BROTHER P-TOUCHROSAPARK LABEL PRINTER	Paris	FRANCE	ROSAPARK Paris
A05/009	00102	KITCHEN	SAMSUNG	CYCLONE FORCE RANGE	J. WALTER THOMPSON PARIS	FRANCE	J. WALTER THOMPSON PARIS
A06 (Miscellaneous)							
A06/010	00245	FRENCH HORN	3M GERMANY	3M SOFT EARPLUGS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
A07 (Clothing, Footwear & Accessories)							
A07/001	00019	BO GILBERT - THE 100 YEAR-OLD MODEL	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London

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A07/003	00024	EINSTEIN	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A07/004	00026	OBAMA	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London

A08 (Cars & Automotive Products & Services)

A08/007	00011	ROBBERY	MERCEDEZ-BENZ ESPAÑA,	SMART, CAR.	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid
A08/008	00013	FIRE	MERCEDEZ-BENZ ESPAÑA,	SMART, CAR.	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid
A08/009	00015	EMERGENCY	MERCEDEZ-BENZ ESPAÑA,	SMART, CAR.	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid
A08/033	00218	TOTE	VOLKSWAGEN	KEYLESS ACCESS	DDB GROUP DÜSSELDORF GERMANY		DDB GROUP DÜSSELDORF
A08/034	00219	CLUTCH	VOLKSWAGEN	KEYLESS ACCESS	DDB GROUP DÜSSELDORF GERMANY		DDB GROUP DÜSSELDORF
A08/035	00220	BUCKETBAG	VOLKSWAGEN	KEYLESS ACCESS	DDB GROUP DÜSSELDORF GERMANY		DDB GROUP DÜSSELDORF
A08/037	00251	GORILLA & FROG	LAND ROVER	AUTOMOTIVE	TBWAISTANBUL	TURKEY	TBWAISTANBUL
A08/038	00252	PELICAN & CANARY	LAND ROVER	AUTOMOTIVE	TBWAISTANBUL	TURKEY	TBWAISTANBUL

A09 (Retail, e-Commerce, Restaurants & Fast Food Chains)

A09/001	00030	CAT	HILTL VEGETARIAN RESTAURANTS	VEGETARIAN RESTAURANT	RUF LANZ Zürich	SWITZERLAND	RUF LANZ Zürich
A09/002	00033	WOLF	HILTL VEGETARIAN RESTAURANTS	VEGETARIAN RESTAURANT	RUF LANZ Zürich	SWITZERLAND	RUF LANZ Zürich
A09/003	00036	EAGLE	HILTL VEGETARIAN RESTAURANTS	VEGETARIAN RESTAURANT	RUF LANZ Zürich	SWITZERLAND	RUF LANZ Zürich

A10 (Travel, Transport & Leisure)

A10/002	00080	ISLAND	LOTO	LOTO	BETC Paris	FRANCE	BETC Paris
A10/003	00081	WATCH	LOTO	LOTO	BETC Paris	FRANCE	BETC Paris
A10/011	00222	BRAD IS SINGLE	NORWEGIAN AIR	NORWEGIAN AIR	TRY Oslo	NORWAY	TRY Oslo

A11 (Media & Publications)

A11/001	00119	PUTIN	ZMG (NEWSPAPER MARKETING ASSOCIATION)	ZMG (NEWSPAPER MARKETING ASSOCIATION)	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
A11/002	00122	ASSAD	ZMG (NEWSPAPER MARKETING ASSOCIATION)	ZMG (NEWSPAPER MARKETING ASSOCIATION)	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
A11/003	00125	KIM JONG-UN	ZMG (NEWSPAPER MARKETING ASSOCIATION)	ZMG (NEWSPAPER MARKETING ASSOCIATION)	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt

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A11/004	00128	ERDOGAN	ZMG (NEWSPAPER MARKETING ASSOCIATION)	ZMG (NEWSPAPER MARKETING ASSOCIATION)	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
A11/005	00135	ANATOMY	L'EQUIPE	L'EQUIPE	DDB PARIS	FRANCE	DDB PARIS
A11/006	00136	MAP	L'EQUIPE	L'EQUIPE	DDB PARIS	FRANCE	DDB PARIS
A11/025	00228	HEROIN	WOZ DIE WOCHENZEITUNG	LEFTIST WEEKLY/MEDIA	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A11/027	00246	SURVIVAL BILLBOARD - TERMS & HORRIBLE, HORRIBLE CONDITIONS	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON

A12 (Financial Products & Services)

A12/001	00020	HAPPYISH INTERNATIONAL WOMEN'S DAY	FINANCIAL TIMES	FINANCIAL TIMES	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
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A15 (Corporate Image & Sponsorship)

A15/001	00231	CANCER	FORBES	FORBES	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
A15/002	00233	OCEANS	FORBES	FORBES	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
A15/003	00235	POVERTY	FORBES	FORBES	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE

A16 (Public Health & Safety, Public Awareness Messages)

A16/005	00121	JOSÉ PACA	GESICHT ZEIGEN! ANMEIN KAMPF - ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	ANMEIN KAMPF - AGAINST RACISM	OGILVY & MATHER BERLIN GERMANY	GERMANY	OGILVY & MATHER BERLIN
A16/006	00124	WANA LIMAR	GESICHT ZEIGEN! ANMEIN KAMPF - ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	ANMEIN KAMPF - AGAINST RACISM	OGILVY & MATHER BERLIN GERMANY	GERMANY	OGILVY & MATHER BERLIN
A16/009	00084	#NOFILTER BEN NGHE	UNICEF GLOBAL	ORGANISATION TO HAPPINESS / FCB Brussels	PROTECT CHILDREN RIGHTS	BELGIUM	HAPPINESS / FCB Brussels
A16/010	00083	#NOFILTER NGA BAY	UNICEF GLOBAL	ORGANISATION TO HAPPINESS / FCB Brussels	PROTECT CHILDREN RIGHTS	BELGIUM	HAPPINESS / FCB Brussels

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A16/011	00082	#NOFILTER SAIGON	UNICEF GLOBAL	ORGANISATION TO HAPPINESS / FCB Brussels	BELGIUM	HAPPINESS / FCB Brussels
A16/019	00232	HANG GLIDER	UNHCR	UNHCR	Y&R PRAGUE	CZECH REPUBLIC Y&R PRAGUE
A16/020	00234	COAL TRAIN	UNHCR	UNHCR	Y&R PRAGUE	CZECH REPUBLIC Y&R PRAGUE

A17 (Charities & Appeals)

A17/004	00114	DEER	ROBIN WOOD	ROBIN WOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A17/005	00115	POLAR BEAR	ROBIN WOOD	ROBIN WOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A17/008	00085	#NOFILTER DONG NAI	UNICEF GLOBAL	ORGANISATION TO PROTECT CHILD RIGHTS	HAPPINESS / FCB Brussels	BELGIUM	HAPPINESS / FCB Brussels
A17/009	00012	EU	INTERNATIONAL AMNESTY	ONG	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid
A17/010	00014	HUNGARY	INTERNATIONAL AMNESTY	ONG	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid
A17/020	00248	DE STANDAARD ON 1 PAGE	ALS LIGA	NON-PROFIT ASSOCIATION	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
A17/021	00260	IKEA	NET4KIDS	CHARITY	HAVAS BOONDOGGLE AMSTERDAM	THE NETHERLANDS	HAVAS BOONDOGGLE AMSTERDAM
A17/022	00261	HEINEKEN	NET4KIDS	CHARITY	HAVAS BOONDOGGLE AMSTERDAM	THE NETHERLANDS	HAVAS BOONDOGGLE AMSTERDAM
A17/023	00262	KELLOGS	NET4KIDS	CHARITY	HAVAS BOONDOGGLE AMSTERDAM	THE NETHERLANDS	HAVAS BOONDOGGLE AMSTERDAM

B01 (Use of Print & Publishing)

B01/001	00009	MCTRAX	McDONALD'S	RESTAURANTS	TBWA\NEBOKO Amsterdam	THE NETHERLANDS	TBWA\NEBOKO Amsterdam
B01/006	00204	SIMPLIFIED STORIES	ALZHEIMERLIGA	BOOK FOR ALZHEIMER PATIENTS	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
B01/007	00221	HORNY VIRLAVAL	DNB	BANK	TRY Oslo	NORWAY	TRY Oslo
B01/008	00247	DE STANDAARD ON 1 PAGE 1	ALS LIGA	NON-PROFIT ASSOCIATION	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS

C01 (Original Publishing)

C01/001	00118	MEIN KAMPF – AGAINST RACISM	GESICHT ZEIGEN! ANMEIN KAMPF - ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	OGILVY & MATHER BERLIN	GERMANY	OGILVY & MATHER BERLIN
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C01/008	00205	SIMPLIFIED STORIES	ALZHEIMERLIGA	BOOK FOR ALZHEIMER PATIENTS	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
C01/009	00223	HORNY VIRLAVAL	DNB	BANK	TRY Oslo	NORWAY	TRY Oslo
C01/010	00211	WATERBOOK	FERRARELLE	FERRARELLE MINI	HAVAS MILAN	ITALY	HAVAS MEDIA Milan

Total Entries:

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